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Message Text

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21
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 AGR-10 CU-04 /064 W
---------- 121047
R 281400Z AUG 75
FM AMCONSUL MILAN
TO SECSTATE WASHDC 4204
INFO AMEMBASSY ROME
AMCONSUL GENOA

UNCLAS MILAN 1571

E.O. 11652: N/A
TAGS: BEXP/IT
SUBJECT: MILAN TRADE CENTER BICENTENNIAL OBSERVANCE

REF STATE 184411

1. CENTER PLANS DESIGNATE "FOOD-USA" M-1 BEING HELD DURING 1976 MILAN INTERNATIONAL SAMPLES FAIR (APRIL 14-23) AS OUR PRIMARY VEHICLE FOR BICENTENNIAL OBSERVANCE IN MILAN. FAIR, BECAUSE OF ITS WIDE GENERAL APPEAL AND LARGE AUDIENCE, APPEARS TO BE BEST VENUE FOR PUBLIC BICENTENNIAL CELEBRATION. AMERICA'S AGRICULTURAL ACCOMPLISHMENTS OVER PAST 200 YEARS WOULD BE DRAMATIZED AND CENTER WOULD FULFILL OUR COMMITTMENTS FOR AGRICULTURALLY-REALTED THEME AT SPRING SHOW. THEME WILL ALSO TIE IN WITH LOCAL BICENTENNIAL LECTURE SERIES ON VARIOUS FACETS OF U.S. ECONOMY NOW BEING ORGANIZED BY CONGEN AND USIS. COMMERCE REQUESTED TO INVESTIGATE WHETHER AGRICULTURE HAS ANY SUITABLE BICENTENNIAL EXHIBITS, ETC. WHICH WOULD CONTRIBUTE TO THIS SHOW.

2. CENTER ALSO PLANNING PARTICIPATE IN BICENTENNIAL CELEBRATIONS BEING ORGANIZED BY GENOA CIVIC AUTHORITIES DURING LATTER PART OF MAY. HISTORIC TIE BETWEEN GENOA, HOME OF CHRISTOPER COLUMBUS, AND OUR BICENTENNIAL WILL BE BASIS FOR THIS COMMEMORATION. CENTER NOW HOPING TO STAGE OFFSITE M-1 "WEEKEND USA" MAY 28-30 ON GENOA FAIRGROUNS AS OUR CONTRIBUTION TO THIS OBSERVANCE.

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3. WE ARE ALSO HOPING EXTEND BICENTENNIAL THEME TO OUR MAY 11-15

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EDP SHOW BY HIGH-LIGHTING AMERICAN TECHNOLOGICAL ACCOMPLISHMENTS.
THIS COULD ALSO TIE IN WITH TECHNOLOGY PORTION OF PREVIOUSLY
MENTIONED BICENTENNIAL LECTURE SERIES.FINA

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Disposition Event:
Disposition History: n/a
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